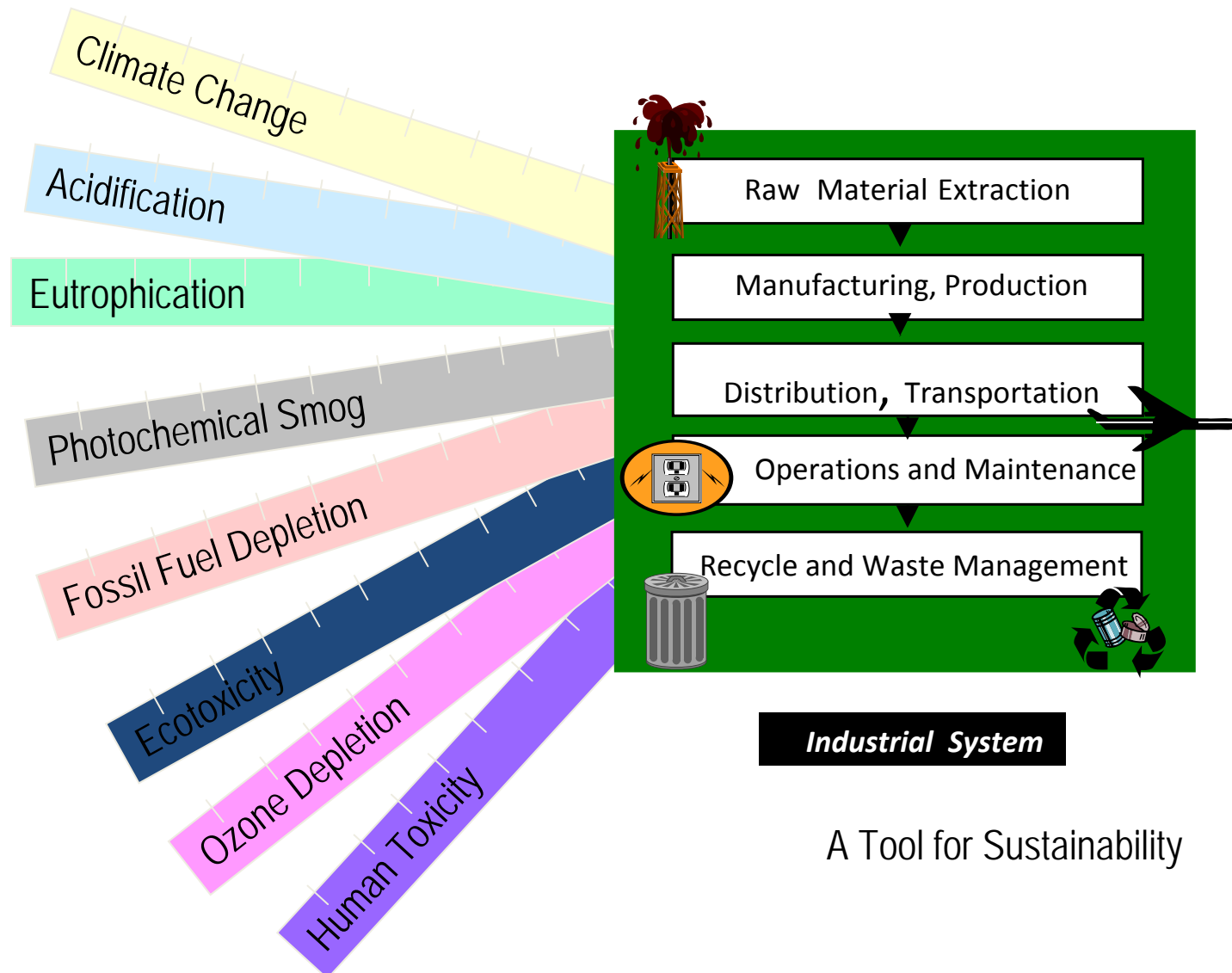




# Environmental Product Declarations and Product Category Rules For Businesses

*Prepared by the American Center for  
Life Cycle Assessment  
2010*

# Life Cycle Assessment: The Holistic Yardstick of Environmental Performance





# Environmental Product Declarations

- A label that discloses the **life cycle** environmental performance of products and services
- NOT a claim of environmental superiority
- Also Know As:
  - Type III Environmental Declarations
  - Type III Ecolabels

Nutrition Facts	
Serving Size 1 cup (256.0 g)	
Amount Per Serving	
<b>Calories</b> 376	Calories from Fat 157
% Daily Value*	
<b>Total Fat</b> 17.4g	<b>27%</b>
Saturated Fat 2.0g	<b>10%</b>
Polyunsaturated Fat 8.2g	
Monounsaturated Fat 3.3g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 38mg	<b>2%</b>
<b>Total Carbohydrates</b> 28.3g	<b>9%</b>
Dietary Fiber 10.8g	<b>43%</b>
<b>Protein</b> 33.2g	
Vitamin A 9%	Vitamin C 124%
Calcium 50%	Iron 50%
* Based on a <a href="#">2000 calorie diet</a>	



# Why You Should Care

- Other countries are demanding EPDs
  - Without the EPD, no sales will happen.
- Early adopters can gain advantage of being first to market.



# For Example, France



- Grenelle Environnement Law (2007) – omnibus environmental legislation
- All high volume consumer products sold in France have an EPD effective 1/1/2011
- Anticipate that the program will spread to all of the EU
- Plastics Europe EPDs already available

Without EPDs, cannot sell to France: likely rest of EU will follow

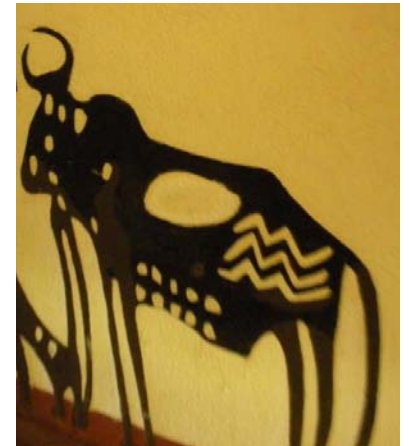


# EPDs are Ecolabels based on LCA

- Conforming to the requirements of several ISO standards.
- Created within a program operator's system, that develops and manages product category rules (PCRs).
- All PCRs are relevant to only one functional unit,
  - e.g. one square meter of exterior paint for 5 years.

# EPD Content Options

- A. Life cycle **impact** results  
(e.g., carbon footprint) *or*
- B. Life cycle **inventory** results  
(e.g., grams of copper)
- C. Perhaps other **non-LCA**  
**results** , e.g.
  - Energy or waste figures or  
recycled content
  - Chlorine free or other “frees”
- D. Possibly a **logo**





# What's in an EPD?

## Typical List recommended in the standards

- ☐ climate change (carbon footprint),
- ☐ depletion of the stratospheric ozone layer,
- ☐ acidification of land and water sources,
- ☐ eutrophication,
- ☐ formation of photochemical oxidants,
- ☐ depletion of fossil energy resources, and
- ☐ depletion of mineral resources.

EPD's follow  
International  
LCA standards

*Other things may also be disclosed,  
e.g. recycled content*





# Product Category Rules

- Use a team of experts that represent the industries that are affected and other interested parties.
- Completely scope the LCA so that everyone creating the EPD is doing the measurement exactly the same way.
- The PCR is reviewed by a team of competent, independent experts
- The EPD based on the PCR is also validated





# Why You Should Participate in Product Category Rule (PCR) Development

- Your industry is likely to have to do EPDs.
- If you participate in the PCR development, you make sure that your industry/company is treated fairly.
- You can gain competitive advantage by being the first out of the box on EPDs.

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